

## AUSTRALIA AND NEW ZEALAND ONE, GREAT BIG HOLIDAY

The idea of Australia and New Zealand pooling resources and co-operatively marketing has significant support from the Australian side, according to the national *Tourism Futures*/Roy Morgan tourism industry survey.

Polled in the lead up to the prestigious *Tourism Futures* conference, 34 per cent of industry executives backed the idea.

"Australia and New Zealand are complementary destinations rather than competitive destinations," said *Tourism Futures* convenor Mr Tony Charters.

"Australia can't do glaciers and Fjord-lands, New Zealand can't do deserts and outback experiences.

"Maori culture is quite unique as is the Aboriginal and Torres Strait Islander cultures.

"We share many common elements – language,

lifestyle, food and wine – but even those apparent similarities are quite distinctive once you take a closer look.”

The *Tourism Futures* conference (5-7 July, Brisbane) has a forward-looking agenda, with heavy weights from industry and government examining emerging issues and trends for the next decade.

Australia has new leadership within Tourism Australia in Andrew McEvoy, and New Zealand has new leadership within Tourism New Zealand with Kevin Bowler.

A new era of co-operation is possible; confining traditional rivalries to the sporting arena to create a significant marketing war-chest.

“It could include marketing, quality standards, training standards and relaxation of border controls, as is seen in the ASEAN situation,” said Mr Charters.

“There they have recognized the global community sees them as South East Asia and not ten separate tourism destination nations.

“They recognize that travelers will naturally seek to move between ASEAN countries to achieve a diverse range of travel experiences.

“Australia and New Zealand could do much more jointly, to achieve a greater slice of global markets,” concluded Mr Charters.

The *Tourism Futures* program will include many other innovative and future-thinking concepts, including the development of indigenous tourism and the next generation of tourism experiences, such as the ‘floating hotel’ concept.

A full conference program is available at [www.tourismfutures.com.au](http://www.tourismfutures.com.au)

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